



Department of the Treasury  
Internal Revenue Service  
Washington, DC 20224

November 2001

Dear Tax Professional,

I want to personally thank you for joining the IRS *e-file* Program! Your support will help us reach our goal to have 80% of all tax and information returns filed electronically by Filing Season 2007.

In 2002, over **40** million people will file electronically for accuracy, secure filing and faster refunds. Thirty-one (31) new forms will be added to the IRS *e-file* program, enabling you to *e-file* 99.1% of your clients' tax returns. In addition, most taxpayers can once again use the Self-Select PIN to sign their return electronically. Taxpayers with a balance due can *e-file* and *e-pay* in a single step by electronic funds withdrawal (direct debit) or by credit card through some tax preparation software packages. Don't forget that late or extended returns can be *e-filed* until October 15th.

Enclosed is your **FREE** IRS *e-file* Marketing Tool Kit for the 2002 filing season. It is designed to provide you with tools and advertising aids to help you tap into the growing *e-file* market to increase your *e-file* business and keep your clients coming back year after year.

Please take the time to go through this kit and look at each item carefully. If you need more materials, use the enclosed order form and receive them for **FREE**, or download them from the IRS web site at [www.irs.gov](http://www.irs.gov). Use the enclosed "Talk back to the IRS" card to provide us with your feedback for making improvements.

The Marketing Tool Kit will help you promote your *e-file* business, but it is not the only promotional effort the IRS is doing on your behalf. We are also planning an even larger IRS *e-file* advertising campaign than last year. A series of network cable TV and radio commercials, national print ads, internet banners, network cable infomercials, and various other public relations activities will be implemented, thus strengthening the understanding of how to access and use IRS *e-file*.

"IRS *e-file* for Business" information is also enclosed in this kit to inform you of the business options available to your clientele. Our promotional efforts for IRS *e-file* have expanded to include various electronic filing options for Forms 940, 941, 1065, and information returns. We are also promoting the Electronic Federal Tax Payment System (EFTPS) — offering businesses and individuals the easiest way to pay all their Federal taxes at [www.eftps.gov](http://www.eftps.gov).

If you have any questions or comments regarding the Marketing Tool Kit or the IRS *e-file* Program, please visit the IRS web site at [www.irs.gov](http://www.irs.gov) to locate your local IRS *e-file* contact. Working as partners, we can increase your business and provide your clients with the highest quality tax filing experience possible!

Sincerely,

A handwritten signature in black ink, appearing to read "Terence H. Lutes".

Terence H. Lutes  
Director, Electronic Tax Administration

